# A new website for Big Fish Cider.

PREPARED FOR JOSHUA · BY ERIC BERG, CRUSH

THE TOP OF YOUR HOMEPAGE

Three ways it could look. Pick one, and we build the rest in it.

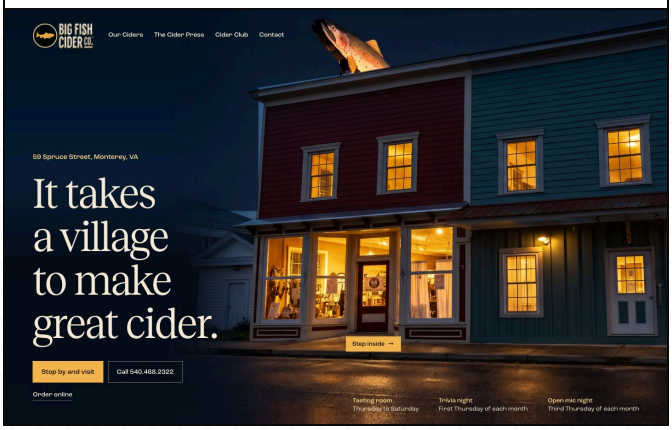
01 THE LABEL




02 SPRING ORCHARD




03 SPRUCE STREET




THE LAUNCH

**$2,500**

for $3,660 of work, one time

LIVE

**Within a week**

of saying go

YOURS

**Yours to keep**

site and files in your name

01 WHERE WE STARTED

# What we built it around.

01

## Real. Craft. Cider.

Your own line. Option 1 turns the whole window into your label, with your lettering traced from it and your bottles standing on it.

02

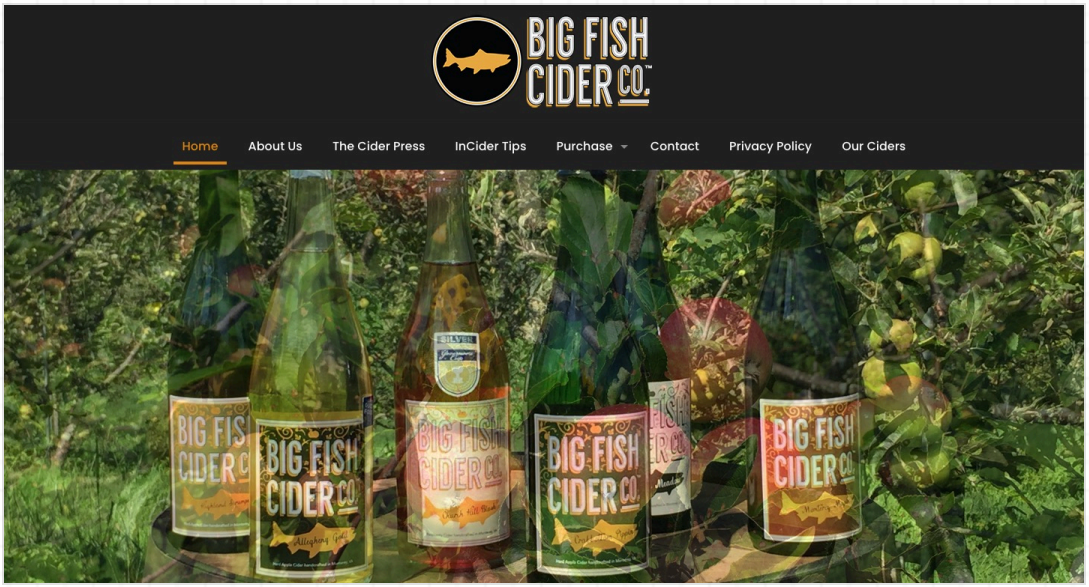
## Smokehouse, Winesap, Grimes Golden.

From Kirk's story on your About page. Option 2 sets those names over your orchard in spring.

03

## It takes a village to make great cider.

From your About page. Option 3 lights up Spruce Street at dusk and steps through your door to the table.




TODAY




ON A PHONE

02 WHAT YOU GET

# Pay for the website. Get the whole launch.

| | | |
|---|---|---|
| 01 | **The website**<br>A new site for Big Fish Cider: the homepage, your ciders, your tasting room and events, your online shop, and a way to get in touch, built out from the top you've just seen. Live on your domain within a week of saying go. | $2,500 |
| 02 | **A launch promo**<br>A short animated video made from your own photos and words, sized for Instagram, Facebook and anywhere else you post. | $140 |
| 03 | **A launch email**<br>Designed and written for your regulars and your list, so the people who already love your ciders hear about the new site and the next release from you. | $350 |
| 04 | **A launch ad set**<br>Twelve launch graphics for your own channels (email, socials, site banners), each sized for feeds and stories, with moving versions of the best four. | $350 |
| 05 | **A phone receptionist, first month**<br>From Hire Whoever, our sister company: a voice assistant built around your tasting room, so callers asking about hours, what's pouring or this weekend's events get an answer while your team is pouring, and every call becomes a short written record. | $105 |
| 06 | **30 days of changes**<br>Text or email us what to change. It's live the next business day. | $35 |

PLUS, WHEN YOU SAY GO BEFORE 13 NOVEMBER 2026

| | | |
|---|---|---|
| BONUS | **Launch email setup**<br>We set up the launch email and line it up for your regulars and your list, ready to go out on launch day. | $180 |

| TOTAL VALUE | YOU PAY | THE ONE-WEEK PROMISE |
|---|---|---|
| ~~$3,660~~ | $2,500 | If the site isn't live within a week of go, your first three months of changes are free. |

ALL PRICES IN US DOLLARS. EACH VALUE IS OUR OWN PRICE FOR THAT PIECE ON ITS OWN.

03 HOW IT GOES

# Live within a week of go.

DAY 0

### You say go

You pay the 50% deposit and give us access to your domain and current site. Your live site won't change until you say.

DAYS 1 TO 7

### We finish the site

We build these pages into your full site. You see every page in a preview before anything goes live.

LAUNCH

### It goes live

The new site goes live on your domain, and the promo and launch email are ready to go out with it.

30 DAYS

### Changes, next day

Text or email a change and it is live the next business day.

04 INVESTMENT

| The launch | $2,500 |
|---|---|
| To start, when you say go (50%) | $1,250 |
| When the site goes live | $1,250 |

AFTER LAUNCH: MONTHLY PLANS FROM $250, ONLY IF YOU WANT ONE

| | |
|---|---|
| **Care**<br>Site care and hosting, unlimited edits live the next business day, your Google listing kept current. | $250/mo |
| **Grow**<br>Everything in Care, plus SEO: a new page or article a month, a Google and AI check, one campaign from your site. | $500/mo |
| **Growth Partner**<br>Everything in Grow, plus full SEO and every campaign piece each month: emails, promos and ads. | $1,000/mo |

05 WHAT YOU OWN

- The site and every file, in your name.
- Your photos, ciders, online shop, and contact details carry over.
- No commitment on anything monthly. Cancel anytime; the site stays yours.

06 QUESTIONS

# The usual questions.

01

## Will moving hurt my Google ranking?

We move it carefully. Every page address on your current site keeps working or forwards to its new page, and your titles and business details carry over, so nothing Google already knows about breaks. The new site is fast and built for phones first, which Google rewards. We don't promise rankings.

02

## Is it secure?

Yes. It's built lean and tested on a preview first. Your forms, online shop and checkout keep working the way they do now.

03

## Who owns it?

You do. The design and every file sit in your name. Your domain stays with you; nothing of ours renews unless you ask.

04

## How do I make changes?

Text or email me the change and it's live the next business day. The first 30 days are free. After that, unlimited changes come with any monthly plan, from $250 a month, cancel anytime.

05

## When do I pay?

Half ($1,250) when you say go, the rest ($1,250) when the site is live. You've seen the homepage before paying anything.

06

## What about new releases?

Then the site changes with them. New ciders, hours and events are easy to update, and I'll load your current lineup into it as part of the build.

07 NEXT STEP

# Say go.

Reply to this email or write to eric@crushhh.co, and the build starts.
This proposal holds until 6 December 2026.

Say go by email

See the first look again

Eric Berg

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